

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/043282-2025>

Contract

Marketing Manchester Business Plan

Greater Manchester Combined Authority

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-043282

Procurement identifier (OCID): ocds-h6vhtk-04fa9a ([view related notices](#))

Published 25 July 2025, 5:28pm

Scope

Reference

GMCA 1482

Description

The overarching objective of this programme of work is for Marketing Manchester to provide strategic expertise and tactical delivery of marketing and communications activity to raise the profile of Greater Manchester on a regional, national and international basis.

Performance will be monitored through a quarterly report on key activity, review of milestones and progress against KPIs, with a follow-up meeting for discussion and forward planning. The GMCA also has frequent interactions with Marketing Manchester as a key strategic partner.

Contract 1. GMCA 1482 Marketing Manchester Business Plan 2025/26

Supplier

- Marketing Manchester

Contract value

- £1,757,000 excluding VAT
- £2,108,400 including VAT

Above the relevant threshold

Date signed

26 June 2025

Contract dates

- 26 June 2025 to 31 March 2026
- 9 months, 5 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79400000 - Business and management consultancy and related services

Contract locations

- UKD3 - Greater Manchester

Justification for not setting key performance indicators

Less than £5M

Signed contract documents

[GMCA 1482 - Marketing Manchester 2025-26 Contract - FINAL SIGNED.pdf](#)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

- Single supplier - intellectual property or exclusive rights
- Single supplier - technical reasons

In April 2023, Marketing Manchester received confirmation of VisitEngland Local Visitor Economy Partnership (LVEP) status. As the official agency charged with promoting Greater Manchester nationally and internationally as a place to visit, invest, meet, and study for over 25 years, the work that Marketing Manchester undertakes is essential for raising not only the profile of the city-region itself, but also for Manchester as the gateway to the north of England, and for overall global perceptions of UK cities. Marketing Manchester incorporates the official tourist board for Greater Manchester, as well as the Manchester Convention Bureau, whilst also delivering promotion focused on priority business sectors and campaigns including digital, innovation, and green.

Supplier

Marketing Manchester

- Companies House: 03192592

Lee House, 90 Great Bridgewater Street,

Manchester,

M1 5JW

United Kingdom

Email: info@marketingmanchester.com

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. GMCA 1482 Marketing Manchester Business Plan 2025/26

Contracting authority

Greater Manchester Combined Authority

- Public Procurement Organisation Number: PXBN-3793-LCTQ

56 Oxford Street

Manchester

M1 6EU

United Kingdom

Email: procurement@manchesterfire.gov.uk

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government